

Edition 24

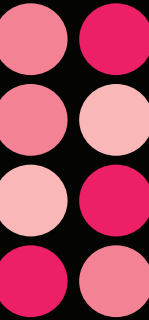
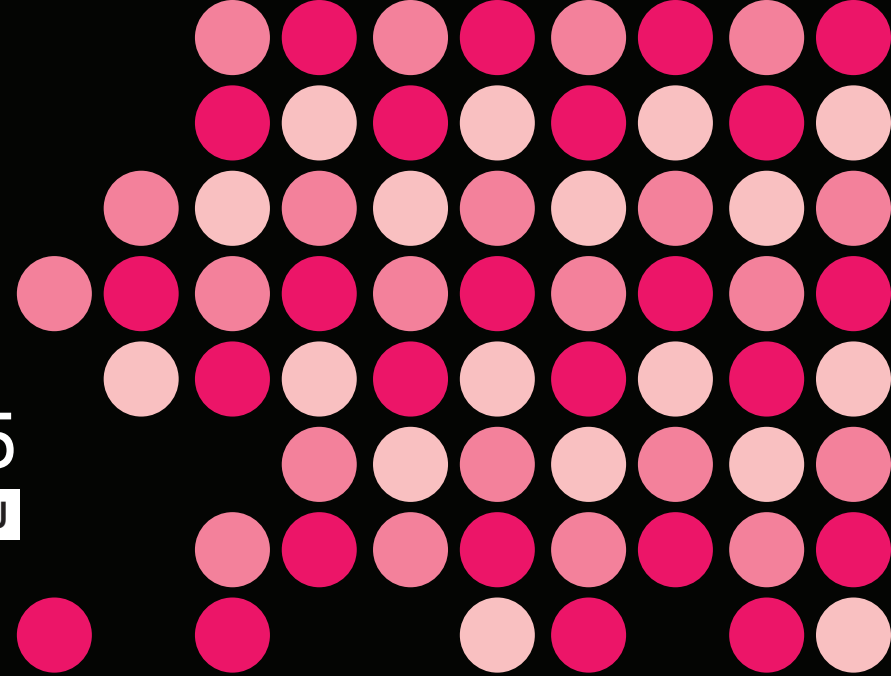
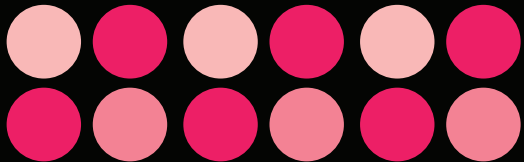
IFF 20
25

INDIA FASHION FORUM

28-29 January 2025

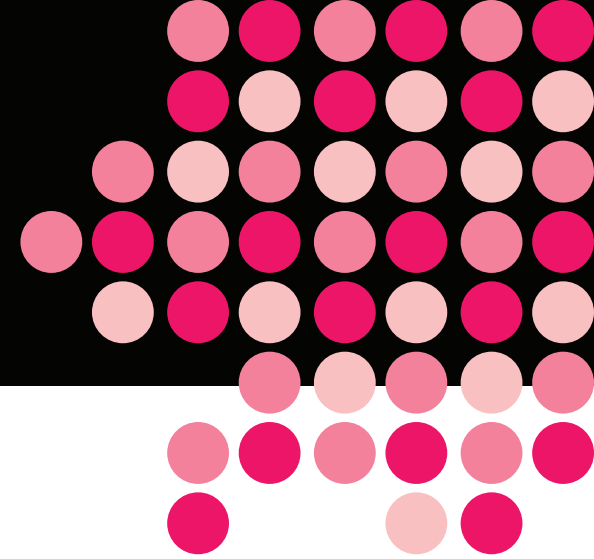
SHERATON GRAND WHITEFIELD BENGALURU

India Fashion Collaboration
From Peers to Partners



www.indiafashionforum.in

ABOUT INDIA FASHION FORUM



Launched in 2000, the **INDIA FASHION FORUM (IFF)** is India's largest and most influential event dedicated to the transformation of fashion retail. Over the past 23 years, IFF has established itself as a premier platform that brings together key players from across the fashion industry, offering unparalleled opportunities for curated knowledge dissemination, peer-to-peer networking, and business development. Widely recognized for its impact, **IFF serves as a dynamic hub for organizations and professionals connected to the business of fashion in India, facilitating insights, collaborations, and growth within the ever-evolving fashion landscape.**



A WORD FROM THE CHAIRMAN



From Peers to Partners



It's an exciting time for fashion in India because when it comes to the potential for multiplier growth, we've barely scratched the surface. This means that the best is yet to be created.

The catalyst for this untapped potential lies in collaboration, innovation, and new partnership ideas. I invite you to join me and the **India Fashion community on the 28th and 29th of January 2025 at the Sheraton Grand, Whitefield, Bengaluru**, for the India Fashion Forum 2025. Let's reimagine our peers as our partners and seize the immense opportunities ahead.

Vishak Kumar

**CHIEF EXECUTIVE OFFICER – MADURA FASHION & LIFESTYLE
CHAIRMAN – INDIA FASHION FORUM 2025**

IFF 2024: KEY METRICS



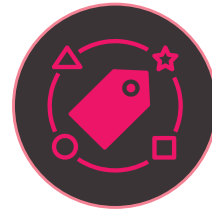
51 EXHIBITORS



285 SPEAKERS



46 SESSIONS

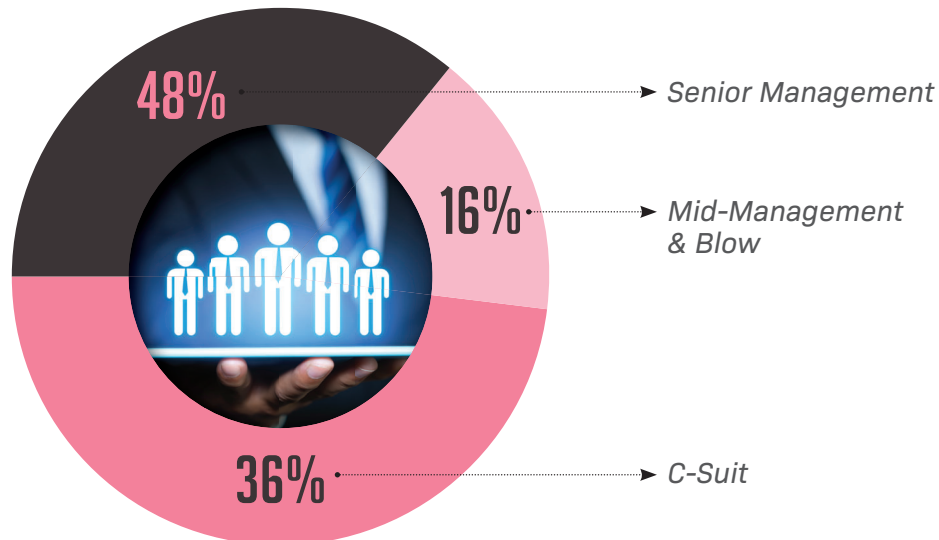


384 UNIQUE BRANDS REPRESENTED

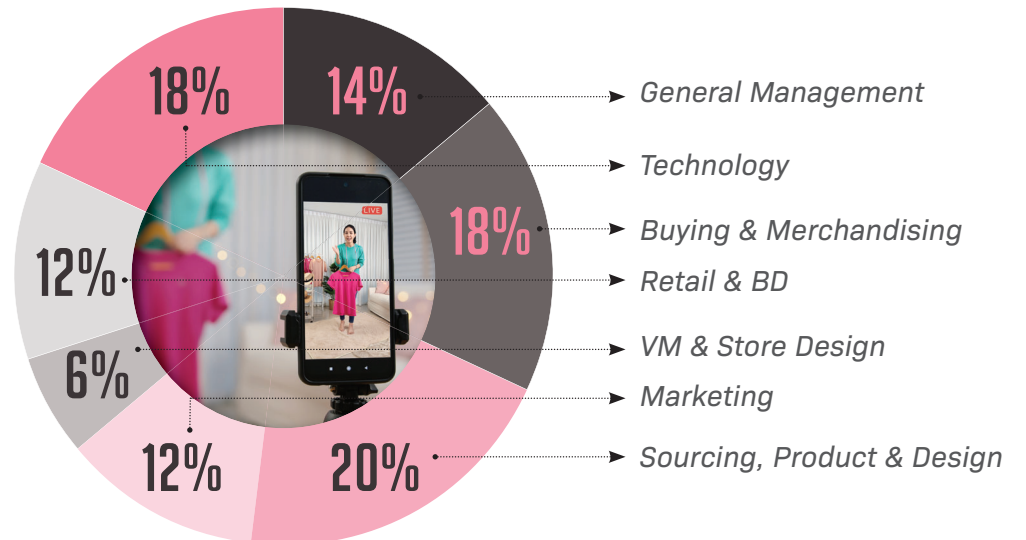


1401 ATTENDEES

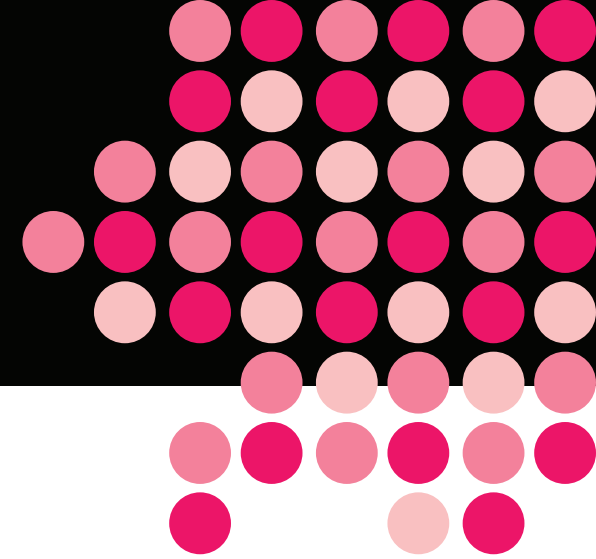
ATTENDEE PROFILE BY SENIORITY



ATTENDEE PROFILE BY DEPARTMENT/ROLE



WHAT'S UP AT IFF 2025: WHAT TO EXPECT



India Fashion Forum (IFF) 2025 is set to redefine the future of fashion with its theme, ***“India Fashion Collaboration: From Peers to Partners.”*** As the industry moves beyond competition towards deeper, value-driven partnerships, IFF 2025 will focus on the untapped potential of Intelligence Collaboration. From fiber to fabric, design to marketing, and in-store tech to retail innovations, every segment of the fashion value chain will connect on a Collective Intelligence plane like never before.

Get ready to reimagine the way the fashion industry collaborates—because at IFF 2025, peers will become partners in driving the next big wave of growth and innovation in Indian fashion.

IFF 2025 HIGHLIGHTS



INDIA BRAND SHOW

➤ India Brand Show is a series of fashion shows that provides a stylish platform for showcasing products in an exceptional brand promotion environment. It's the perfect opportunity for brands to display their creative collections and retailers to find unique and fresh fashion brands and ranges.



EVENING OF FASHION TITANS

➤ The IFF Evening of Fashion Titans is a prestigious gathering of fashion industry captains, luminaries and trendsetters who have significantly shaped the landscape of the fashion world. It serves not only as a celebration of their individual achievements but also as a platform for the exchange of ideas and the exploration of limitless possibilities within the world of fashion. The event is characterized by a seamless blend of sophistication, glamour, insightful conversations and felicitations.



IFF INNOVATORS CLUB

➤ India Fashion Forum is proud to champion the often-unsung heroes of Indian fashion retail, with the IFF INNOVATION CLUB. This club has members from the extraordinary universe of Indian talent in fashion sourcing, design and merchandising.

IFF 2025 HIGHLIGHTS



CX FORUM

➔ CX FORUM, a curated show on tech-propelled fashion innovation, will offer an extraordinary environment dedicated to outstanding innovation in the business of fashion, from agile design tools to exceptional in-store tech influencers, from the dynamic science of fashion retail analytics to hyper-targeted Social Marketing.



IMAGES SOLOx

➔ An evening session of short-form talks that promise to enlighten and inspire. Delve into the world of fashion with insights from industry leaders, change-makers and pioneers.



IMAGES FASHION AWARDS

➔ The Images Fashion Awards are recognized as the leading honors for excellence in fashion retailing in India. Regarded as the country's most prestigious and respected accolades, these awards celebrate the outstanding achievements of fashion brands, retailers, and industry professionals.

CONFERENCE

India Fashion Collaboration From Peers to Partners ●●●



The theme of India Fashion Forum (IFF) 2025, “India Fashion Collaboration: From Peers to Partners,” aims to reshape the landscape of the fashion industry by encouraging deeper, more strategic collaborations across the entire value chain. **IFF will explore this transformation through a series of focused discussions, interactive panels, and workshops, bringing together industry leaders, innovators, and stakeholders to rethink partnerships in fashion.**

KEY DISCUSSION TOPICS



COLLECTIVE INTELLIGENCE SHARING: LEVERAGING DATA AND INSIGHTS FOR COMPETITIVE ADVANTAGE

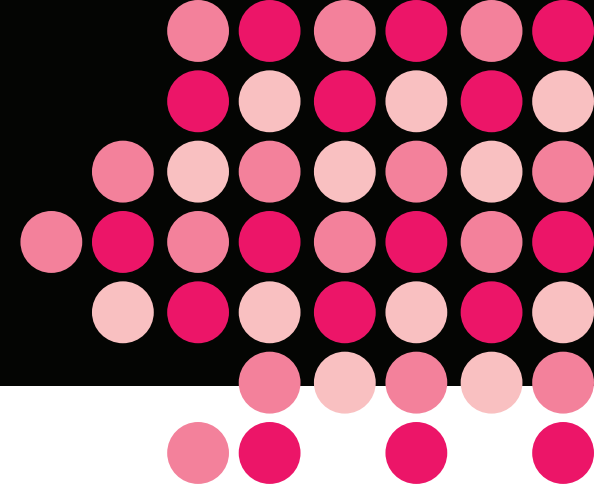
- Understanding the power of data sharing and collective intelligence in fashion.
- How collaborations can enhance market forecasting, trend analysis, and consumer insights.
- Workshops on integrating AI, machine learning, and predictive analytics through shared platforms.

STRATEGIC COLLABORATION BEYOND MARKETING: NEW FRONTIERS IN FASHION PARTNERSHIPS

- Exploring the untapped potential of collaboration beyond traditional marketing alliances.
- Case studies of successful cross-functional partnerships between designers, manufacturers, technology providers, and retailers.
- Identifying areas in product development, supply chain, and customer experience that can benefit from collaborative efforts.

INNOVATION ACCELERATORS: CO-CREATION AND DESIGN THINKING IN FASHION

- Co-creation workshops focusing on design thinking, where brands, designers, and tech companies collaborate on real-time problem-solving.
- Exploring how open innovation and cross-disciplinary teams can accelerate product and retail innovation.
- Sessions on the future of fashion design, tech integration, and consumer experience enhancements.



KEY DISCUSSION TOPICS



REIMAGINING RETAIL: COLLABORATIVE STRATEGIES FOR ENHANCED CONSUMER EXPERIENCE

- How partnership can transform in-store and online shopping experiences.
- Collaborative approaches to integrating new technologies like AR/VR, AI chatbots, and personalized shopping experiences.
- Discussions on building ecosystems that seamlessly blend physical and digital retail.

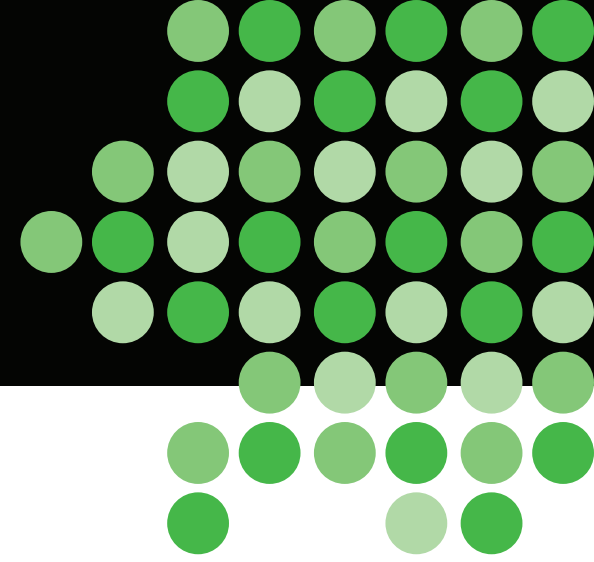
THE BUSINESS OF COLLABORATION: LEGAL, FINANCIAL, AND STRATEGIC CONSIDERATIONS

- Understanding the legal, financial, and strategic frameworks that underpin successful collaborations.
- Navigating IP rights, revenue-sharing models, and governance structures in partnerships.
- Expert panels on risk management and ensuring mutually beneficial outcomes.

NETWORKING SESSIONS AND BREAKOUT MEETINGS: INCUBATING FUTURE PARTNERSHIPS

- Facilitated networking sessions designed to connect stakeholders across the fashion value chain.
- Breakout meetings that encourage intelligence sharing and direct partnership opportunities.
- Curated matchmaking sessions to foster new collaborations.

KEY DISCUSSION TOPICS



SUSTAINABLE FASHION: PARTNERSHIPS FOR A GREENER FUTURE

- Collaborative approaches to achieving sustainability goals in fashion.
- Partnering for sustainable sourcing, circular fashion, and reducing environmental impact.
- Panel discussions on creating closed-loop systems and sharing resources to minimize waste.

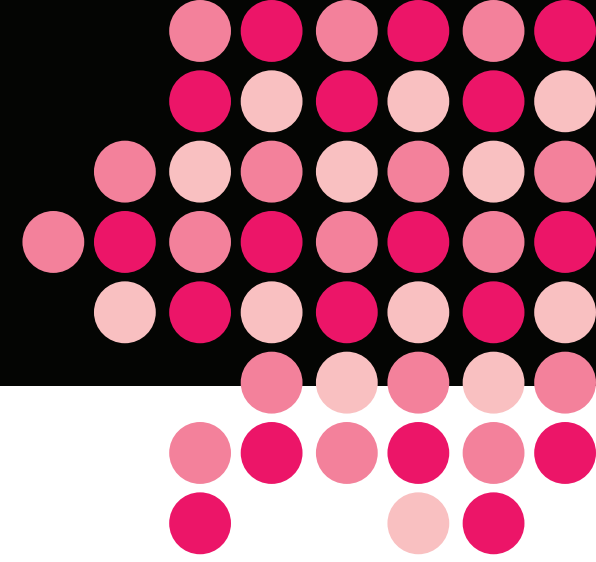


SPEAKERS OVER THE YEARS



1. **Abhishek Ganguly** Co Founder & CEO, Agilitas | 2. **Ajoy Chawla**, CEO Jewellery Division at Titan Company Ltd | 3. **Akhilesh Prasad**, President & CEO, Fashion & Lifestyle Business, Reliance Retail | 4. **Alok Dubey**, CEO, R&B - Apparel Group - India | 5. **Amisha Jain**, Managing Director at Levi Strauss & Co South Asia, Middle East, Africa | 6. **Amit Chaudhary**, Cofounder, Lenskart | 7. **Priti Gupta**, Chief Business Officer, Nykaa Fashion | 8. **Ashish Dixit**, MD, ABFRL | 9. **Ayushi Gudwani**, Founder and CEO FS Life | 10. **B.S. Nagesh**, Founder, TRRAIN | 11. **Bijou Kurien**, Strategy Board Member, L Catterton Asia Holdings | 12. **Bonnie Brooks**, ex-VC, Hudson's Bay Company | 13. **C K Venkataraman**, MD, Titan Co. | 14. **Darpan Kapoor**, Vice Chairman, Kapsons Group | 15. **Darshan Mehta**, President & CEO, Reliance Brands | 16. **Deepak Aggarwal**, Founder & MD, Kazo | 17. **Dhruv Bogra**, Country Director-India, South Asia, Forever New Clothing | 18. **Dilip Kapur**, President, Hidesign | 19. **Gurukeerthi Gurunathan**, Co-Founder & CTO, Caratlane | 20. **Jacqueline Kapur**, President, Ayesha Accessories | 21. **Jitendra Chauhan**, CMD, Jade Blue | 22. **Kamal Khushlani**, Founding Director, Credo Brands Mktg. (Mufti) | 23. **Satyen Momaya**, CEO, Celio Future Fashion | 24. **Lalit Agarwal**, CMD, V-Mart Retail | 25. **Lavanya Nalli**, Vice-Chairperson, Nalli | 26. **Manish Kapoor**, MD & CEO, Pepe Jeans London | 27. **Nihal Rajan**, SVP & Chief Marketing Officer, Jockey & Speedo

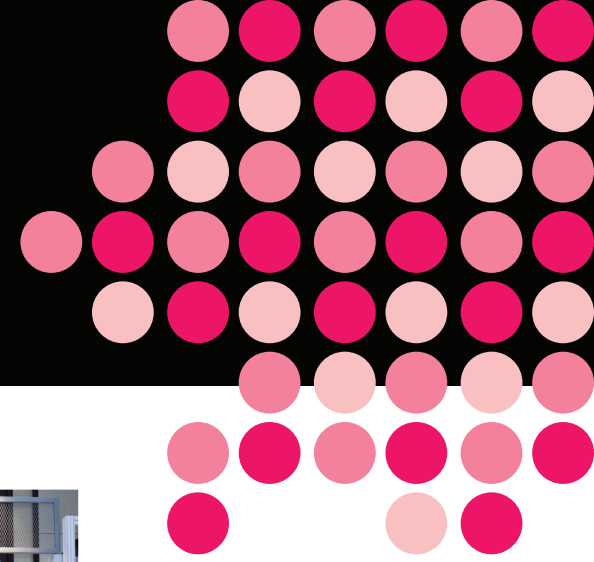
SPEAKERS OVER THE YEARS



and many more...

28. **Nikhil T Rajan**, Founder & MD, William Penn | 29. **Nina Lekhi**, Founder, MD & Chief Design Curator, Baggit | 30. **Praveen Bafna**, MD, Cool Colors | 31. **Rajesh Jain**, Managing Director & CEO, Lacoste India | 32. **Punit Sehgal**, CEO & C-Founder, Freakins India | 33. **Rohiet Singh**, COO, PVH Arvind Fashion | 34. **Nitin Chhabra**, Founder & CEO, Ace Turtle | 35. **Sandeep Kataria**, Global CEO, BATA | 36. **Gopal Asthana**, CEO Tata CLiQ | 37. **Sanjay Vakharia**, Co-founder & CEO, Spykar | 38. **Sanjeev Mohanty**, MD & SVP: South Asia- Middle East & Africa, Levi Strauss & Co | 39. **Sanjeev Rao**, CEO, Being Human | 40. **Shailesh Chaturvedi**, MD & CEO, Arvind Fashions Ltd. | 41. **Shital Mehta**, CEO & MD, Lifestyle International Pvt Ltd | 42. **Siddharth Dugarwal**, Founder, Snitch | 43. **Sooraj Bhatt**, CEO- Ethnic Business, Aditya Birla Fashion & Retail | 44. **Suparna Mitra**, CEO, Titan Co. Ltd. | 45. **TinaTahiliani Parikh**, Executive Director, Ensemble | 46. **Tushar Ved**, President at Apparel Group India Private Limited | 47. **Vasanth Kumar**, ex-MD, Lifestyle International | 48. **Vinay Chatlani**, CEO and Executive Director, Soch | 49. **Vineet Gautam**, CEO, Bestseller India | 50. **Vipin Tyagi**, Sr. Vice President at Reliance retail | 51. **Akshika Poddar**, Founder, Rareism | 52. **Ankur Damani**, Commercial Director (Country Head) - India & Sri Lanka at Triumph International | 53. **Dhiraj Agarwal**, CEO & Co-founder - Campus Sutra | 54. **Rishi Suri**, Business Development Director- South Asia, The LYCRA Company

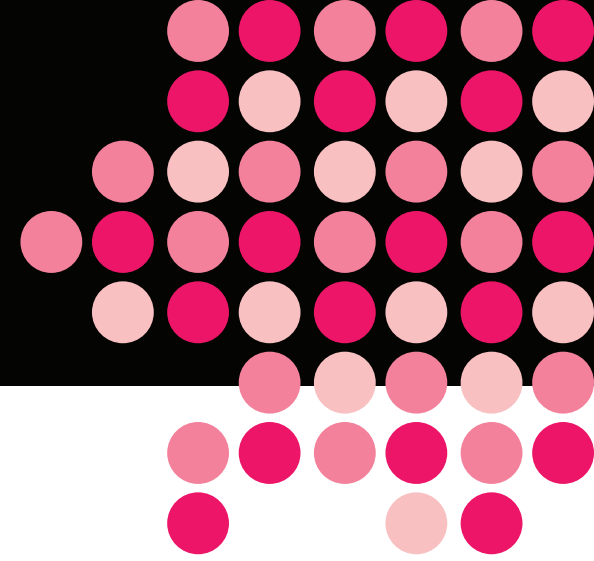
WAYS TO PARTICIPATE & SHOWCASE YOUR PRODUCTS



- Exhibit
- Do a Fashion Show as a part of India Brand Show
- Be a part of Evening of Fashion Titans
- Showcase innovation through product launch
- Partner the IFF Innovators Club
- Become a category partner
- Power Conference Sessions



WHAT EXHIBITING AT IFF DOES FOR YOUR BRAND



Exhibiting at IFF provides a unique platform for brands across the entire fashion ecosystem—from yarn, textiles, trims, and embellishments manufacturers to fashion brands, retailers, retail real estate, technology providers, and retail support companies. It enables these diverse players to

- Showcase their innovations
- Connect with industry leaders
- Engage with potential partners & strengthen their market presence.
- Drive business growth
- Enhance brand image
- Foster valuable collaborations that span the full spectrum of the fashion value chain



WHO SHOULD EXHIBIT?



THE PRODUCT INNOVATION EXHIBITION ARENA OFFERS GREAT GROWTH AND LAUNCH OPPORTUNITIES TO NEW-AGE CONSUMER BRANDS IN:

- Menswear
- Womenswear
- Kids-wear
- Fashion accessories
- Footwear
- Jewellery, Eyewear & Watches
- Home Fashion
- Lifestyle products



WITH A ROBUST FASHION CREATION AUDIENCE, THOSE WHO WILL FIND VALUE IN EXHIBITING AT TRENDSVIEW ARE:

- Textile companies
- Yarn companies
- Fibre companies
- Trims and embellishment suppliers
- Saree & dress material manufacturers
- A wide range of services and job workers
- Fashion CAD/CAM professionals
- Fashion institutes, trade publications
- Packaging and presentation services



TECHNOLOGY, RETAIL SUPPORT, RETAIL REAL ESTATE

- Warehousing, Logistics & Supply Chain
- Instore Design & Solutions
- Payment Solutions
- E commerce Enablers
- Analytics & AI
- Last-mile Fulfillment
- Martech Solutions
- Shopping Centres & Malls



29 JANUARY 2025
SHERATON GRAND WHITEFIELD
BENGALURU

IMAGES FASHION AWARDS (IFA) 2025

ASSESSMENT PERIOD: CALENDAR YEAR 2024 (1ST JAN 2024- 31ST DEC2024)

JURY AWARDS

(ased on nominations filed and adjudication by IFA 2025 Jury.
Assessment Period – Calendar Year 2024

- IMAGES Most Admired Experiential Retail Concept of the Year: Store Design
- IMAGES Most Admired Experiential Retail Concept of the Year: Visual Merchandising
- IMAGES Most Admired Marketing Campaign of the Year
- IMAGES Most Admired Innovation of the Year
- IMAGES Most Admired Brand Debut of the Year
- IMAGES Most Admired Concept Store Launch of the Year
- IMAGES Most Admired Flagship Store Launch of the Year
- IMAGES Most Admired Tech Implementation of the Year
- IMAGES Most Admired Green initiative in Sustainability of the Year
- IMAGES Most Admired CSR initiative of the Year
- IMAGES Most Admired Brand for Diversity and Inclusivity

SHOPPING CENTRES' CHOICE AWARD

Based on voting by pan-India Shopping Centres

- IMAGES Most Admired Fashion Brand of the Year: Men's Westerner
- IMAGES Most Admired Fashion Brand of the Year: Women's Westernwear
- IMAGES Most Admired Fashion Brand of the Year: Kidswear
- IMAGES Most Admired Fashion Brand of the Year: Jeans & Casualwear
- IMAGES Most Admired Fashion Brand of the Year: Men's Indianwear
- IMAGES Most Admired Fashion Brand of the Year: Women's Indianwear
- IMAGES Most Admired Fashion Brand of the Year: Lingerie
- IMAGES Most Admired Fashion Brand of the Year: Men's Innerwear
- IMAGES Most Admired Fashion Brand of the Year: Athleisure/ Sportswear
- IMAGES Most Admired Fashion Brand of the Year: Footwear

Get in touch: **Priti Gupta** | pritigupta@irisretail.com | +91 8826415472



INDIA FASHION FORUM PRIVILEGE CLUB MEMBERSHIP



BENEFITS:

- Pan-India networking and business development openings for leaders and industry influencers.
- Multiple routes to optimise brand visibility and marketing reach.
- Instant access to IFF's multiple knowledge platforms and a broad network of top-level decision makers and business owners.
- Connections to the entire value chain (designing, buying & sourcing to manufacturing, merchandising, branding, marketing & retailing) round the year.
- Privilege access to India Fashion Forum annual event.

IFF Privilege Club Members



ARVIND FASHIONS



FASHOR

FOREVER NEW



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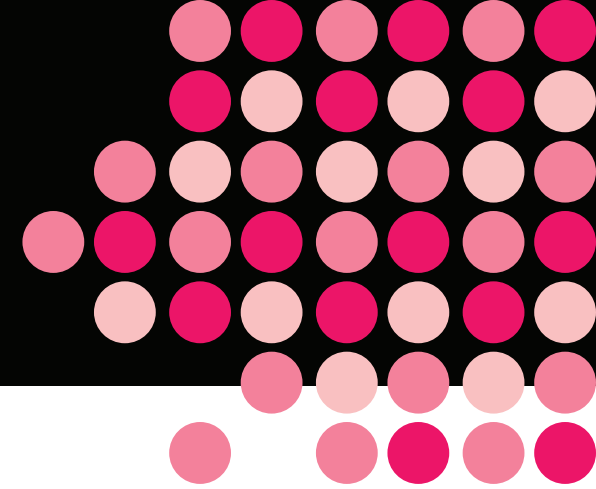
SHOPPERS STOP

TOMMY HILFINGER



and many more...

PARTNERS & PARTICIPANTS OVER THE YEARS



and many more...

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INDIA FASHION FORUM

28-29 January 2025

SHERATON GRAND WHITEFIELD BENGALURU

An
IMAGES
GROUP IN
Event

GET IN TOUCH

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